36-37

Swain School of DESIGN

SWAIN SCHOOL OF DESIGN

INCORPORATED 1881 — NOT FOR PROFIT

NEW BEDFORD, » » » MASSACHUSETTS

Season of 1936 - 1937

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THE SWAIN SCHOOL OF DESIGN

THE Swain School of Design, founded in 1881, operates under a limited Endowment Fund, established under the Will of its founder, William W. Swain. While there is no charge for tuition, registration fees are assessed each student, as set forth elsewhere in this catalog, as a guarantee of faithful attendance and earnest endeavor.

The Swain School of Design is accredited, and a Charter Member of the American Federation of Arts. The School holds the distinction of being the oldest school in the State devoted exclusively to the teaching of Fine and Commercial Art, and during its fifty-five years of existence to be directly responsible for the developing of many successful students.

The Trustees make it possible for all to enjoy the benefits of the school, regardless of religious or political beliefs, whose character and condition entitle them to admittance.

FINE ARTS DEPARTMENT

THE aim of the Department of Fine Arts is threefold; first, to provide a sound training in the fundamentals of color; second, to give practical experience in the methods and processes of painting; and third, to offer students the opportunity to develop their own ideas in technique; the ultimate purpose of the training being to graduate students who may later become regular contributors to the Fine Arts.

Intensive study is required in the study of anatomy and the figure; drawing from the antique; perspective; still-life; composition; and when the weather permits, drawing and painting from nature. Additional subjects complement the course.

Students are given permission to major in any one of the different medias employed in the department. As the significance of originality supercedes imitation, the importance of being creative is stressed. We believe in the importance of understanding the development and contributions of all preceding schools of painting and painters as a means to an end, but not to the exclusion of the development of individuality.

Reproduced from students' original oil and pastel paintings.

COMMERCIAL ART DEPARTMENT

THIS course is primarily designed for the purpose of training students in the different phases of Creative Art and Industrial Design. In the preparation of drawings and paintings for reproduction, due consideration is given the methods and processes necessary for the printing and engraving of the project.

The outline of the course is a practical one, based on many years of actual experience, and includes exercises in color, design, life drawing, pencil, pen and ink, water color, oil, and anatomy.

The principles of composition, modern poster design and rapid pen and brush lettering are embraced in the course. Assignments are given to develop the sense of balance and tone in spacing, together with the compositional arrangement of illustration and text necessary in professional problems.

From the first pencil layouts, preliminary drawings develop to finished drawings to be used as newspaper or magazine illustrations, general advertising, posters, booklets, cover designs and merchandising projects.

Reproduced from original student charcoal and water color paintings from still life studio set-ups.

EVENING DIVISION

THE Evening Classes form an important department of the School. Men, women and young people who are employed during the day, or for personal reasons are unable to attend the Day School, are offered practically the same opportunities as students enrolled in other departments of the school.

The Evening Division duplicates to a great extent the regular work of the Day School and does not omit any of the essentials required in the learning of drawing and painting. Students have the privilege of selecting their own subject matter and field of concentration. The instructors willingly co-operate to arrange a program of study to meet special requirements.

Extension courses in several Industrial Art subjects augment the general evening curriculum, and are usually of phases particularly important in merchandising, and retail store publicity.

The minimum age limit for students entering the evening classes is sixteen years. Certificates of accomplishment are awarded students completing four years of systematic study.

The above original illustrations were reproduced from student water color paintings and charcoal drawings. The portraits were drawn from life during the regular afternoon sessions of the school.

SATURDAY MORNING CLASSES

SEVERAL classes are maintained Saturday morning for children and adults. The first class accommodates children between the age of six and nine. In this class, children develop a love for creative expression in line and form through the making of objects ordinarily classified with arts and crafts. The projects completed in this division are practical and form a basis for successfully pursuing the work in the other classes.

A class for children between the age of ten and twelve trains the student in the fundamentals of drawing and painting, and furnishes the necessary training to enter the Commercial and Fine Arts group.

Students of Junior High and High School age may register in one of the upper classes designed to instruct in the principles of Creative Art, both for advertising and fashion illustration.

Adult classes are maintained for the teaching of the different phases of Fine Arts. The minimum age limit in this class is seventeen. Oil and Water Color Painting, Pastels, Charcoal and Tempera is emphasized in this department.

Commercial Art Designs reproduced from work completed by students enrolled in the Commercial Art Course.

DEPARTMENT OF ARCHITECTURE

FOR the past several years the Swain School of Design has sponsored evening classes in Architectural subjects.

The purpose of the course is to offer men and women engaged during the day, and intent on acquiring a knowledge of architectural subjects, the opportunity to study during their spare time. Tradesmen are particularly benefited, as they are permitted to bring their individual problems to the school for consultation and development. No previous experience or training is required for admittance, other than to prove one's ability to pursue the requirements of the course.

As in former years the outline of the course will include the study of the orders of architecture and their application, house planning, framing and architectural rendering, general design and construction of buildings, and the rendering of full-size details. Brick work design and construction is included.

Reproduced from commercial drawings and paintings, representing students in all of the departments.

REGISTRATION FEES

Fees may be paid in one sum, or if preferred in three installments. When applicants divide the payment in three installments, payments are due and payable IN ADVANCE on the day of entrance, and the first Monday of January and March.

	Per Semester	Per Year
Full Time . . . . . (Ten half days per week)	$20	$60
Part Time . . . . . (Five half days per week)	10	30
Night School . . . . (Monday, Thursday and Friday 7:30 P. M. to 9:30 P. M.)	7	20
Saturday Children's Class (Saturdays 9:30 A. M. to 11:45 A.M. Minimum age limit 6 yrs.)	4	10
Saturday Adult Classes . (Minimum age limit, 17 years)	4	10

The advantage of the lower registration fee can be allowed only when the total amount, as specified, is paid within the first month of the school year.

Registration fees are not returnable, in whole or in part, for any cause whatever.

Admittance to classes will be refused unless registration fee is paid. No exceptions.

CHARGES

Model Fee . . . . . (Freshman and Saturday Students exempt)	$1.50 $3

This charge is made to assist in the defraying of the expenses of models, and assures models for a period of twenty three sessions.

Freshmen Laboratory Fee . .	$1.50
Drawing Board Rental (returnable)	.75
Locker	1.00
Locker Key (returnable) . . .	.35

General Information

Day Classes Begin September 28th; conclude May 21st.
(Minimum Age Limit is Sixteen).

Evening Classes Begin October 5th; conclude April 30th.

Saturday Morning Classes Begin October 31st; conclude May 1st.

The school observes a few special holidays announced during the school year. Holidays covering a period of one week or more occur at Christmas and in the Spring.

Students may enter on the first Monday of each month during the school year, when vacancies exist.

Day Classes are in session, daily except Saturday,
9:00 A.M. – 11:45 A.M. 1:30 P.M. – 3:30 P.M.

Evening Classes are in session
Mon., Thurs., Fri. evenings. 7:30 P.M. – 9:30 P.M.

Saturday Morning Classes are in session
9:30 A.M. – 11:45 A.M.

A supply department is maintained for the distribution of materials of quality at normal retail prices.

All new students are required to study cast and still life drawing at least one month. Application for transference may be made with the consent of the instructor at the beginning of any month.

X indicates the Day and Hour the classes are in session.	MONDAY				TUESDAY			WEDNESDAY			THURSDAY				FRIDAY				SAT.
	9:00 A. M. 10:30 A. M.	10:45 A. M. 11:45 A. M.	1:30 P. M. 3:30 P. M.	7:30 P. M. 9:30 P. M.	9:00 A. M. 10:30 A. M.	10:45 A. M. 11:45 A. M.	1:30 P. M. 3:30 P. M.	9:00 A. M. 10:30 A. M.	10:45 A. M. 11:45 A. M.	1:30 P. M. 3:30 P. M.	9:00 A. M. 10:45 A. M.	10:45 A. M. 11:45 A. M.	1:30 P. M. 3:30 P. M.	7:30 P. M. 9:30 P. M.	9:00 A. M. 10:30 A. M.	10:45 A. M. 11:45 A. M.	1:30 P. M. 3:30 P. M.	7:30 P. M. 9:30 P. M.	9:30 A. M. 11:45 A. M.
Anatomy					X	X													
Architecture				X										X				X	
Advertising Layout	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Charcoal				X			X	X	X					X				X	X
Color										X									
Commercial Art	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Applied Design								X	X				X						
Fashion Illustration	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
*Freehand Drawing	X	X																	
Lettering	X	X																	
*Life Drawing																	X	X	
Oil Painting	X	X	X	X							X	X	X	X					X
Pastel			X				X						X						X
Perspective							X												X
*Portrait										X									
Show Card Writing				X										X				X	
Water Color			X				X						X						X
Window Display				X										X				X	

*Classes in Life and Portrait Drawing will be in session one period each week during the regular school term for a period of **twenty three weeks.** Models will be used at each class. Advanced students only are permitted in the Portrait and Life classes. Freehand drawing is required of all freshmen regardless of department. Should less than ten register for the Portrait class, the subject will be omitted.